THE IVY NETWORK CORPORATION

Where Future America Listens and Learns to Buy

242-A YALE STATION, NEW HAVEN, CONNECTICUT

TELEPHONE STate 7-0711
UNiversity 5-6400

PETER E. POOL
General Manager

ALAN H. LAZARUS
Business Manager

ROBERT A. ZEIGER
Sales Director

October 17, 1957

To: All Station Managers

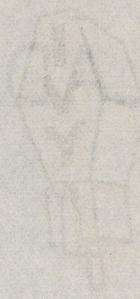
Gentlemen:

I am enclosing herewith the summer sales report of the Ivy Network, the majority of which has been compiled by Tom Lee, as he was most actively engaged in sales this summer. May I call your attention especially to the generalizations which he has noted on the last page of his report; especially number 3 of generalizations and number 2 of the same catagory.

Although we have bewailed for a long time the unfortunate fact that we have no figures to present to the agencies, we have also the rather fearful fact to face that our audience, and I speak of the number of people that are actually listening to your stations, is small indeed. In fact, much too small for the price we are demanding. I do have faith, however, that the improvements that are taking place within the stations themselves will soon remedy this situation, and from the list of contacts we have already made, you can see that we have cheeriest possibilities for the future.

Over and above this, we now have a full office staff, which has been a regrettable lack in the past year, and have been able to open up several vistas in the public relations field, which should pay us a high return.

My summer activities for the Network consisted, for the most part, in renewing our old accounts, at which task I encountered many of the same difficulties which Tom mentions in his sales report. Along with certain other difficulties, of which most of you are already aware, the fact that extra audience is negative to Lucky Strike, and that there have been murmurings that have been reaching their present clients as to the minimum listenership which we represent.



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If you have questions concerning this report, please do not hesitate to forward them to me and I will be glad to reply to them, either by letter or in person at the convention the weekend of December 7 and 8.

Sincerely,

Peter E. Pool

PEP:pd

Tom Lee

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Report on Sales Activities of the IVY NETWORK

Summer, 1957

The following is a list of those companies solicited by the Network in its sales effort during the past summer.

American Telephone and Telegraph
American Tobacco Co. (Half & Half Tobacco - Pall Mall)
American Viscose Corp.
American Express
American Car Co.
American Mutual Liability Insurance Co.
American Motors Corp.
American Express Foreign Travel
American Airlines
American Safety Razor
Avis Rent-A-Car
Bausch & Lomb
Brown & Williamson Tobacco Corp. (Kools, Viceroy)
Bristol-Myers Co.
P. Ballantine & Sons
Buick
Bulova Watch Co.
Carrier Corp.
Chrysler Corp. (Plymouth)
Chrysler Corp. (DeSoto)
Carling Brewing Co.
Chesebrough-Ponds Inc.
Chase Manhattan Bank
Colgate-Palmolive Co.
Cott Beverages Corp.
Chrysler Corp. (Dodge Div.)
Coca-Cola
Canada Dry Ginger Ale
Columbia Records
Cluett Peabody Shirts
Eversharp, Inc.
Eastern Airlines
Eastman Kodak
Esterbrook Pen Co.
First National City Bank (N.Y.)
Ford Motor Co.
Fisher Body Div. of General Motors
General Electric Institution
B. F. Goodrich

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Grove Laboratories (Fitch Hair Preparation)
Goodyear Tire & Rubber Co.
General Motors Institution
Howard Johnson Co.
Hampden Brewing
Hood Rubber
John Hancock Mutual Life Insurance
International Business Machines
Longines-Wittnauer Co.
Lincoln-Mercury
Liggett & Meyers (Chesterfield)
The Mennen Co.
Melville Shoe Corp. (Thom McAn Shoes)
Mutual Life Insurance Co. of N.Y.
New York Life Insurance Co.
Narragansett Brewing Co.
North American Philips Co. (Norelco Shavers)
Noxzema Shaving Products
Norwich Pharmaceutical Co.
Percival Tours (Foreign Travel)
Puritan Sportswear Corp.
Pepsi-Cola
Pabsts Brewing
Pepsi-Cola (Schwepps)
Piel Bros. Beer
Pan-American Airways
Reader's Digest
Remington Rand
Radio Corp. of America
Rupert Beer
Remington Rand Shavers
P & M Schafer Brewing
Socony Mobile Oil Co.
E. R. Squibb & Sons
Scripto Inc.
Swiss Watch
Sun Oil Co.
Schick Inc. (Electric Shavers)
The Texas Co.
Trans-World Airlines
Time-Sports Illustrated
Time Inc.
United Airlines
Union Carbide & Carbon Corp.
U. S. Rubber Co.
Wildroot Hair Preparations
J. B. William Co. (Hair Preparation)
Westinghouse Electric
Willys Motor Inc.
Waterman Pen
J. B. William (Toilet Articles)
Zippo Mfg. Co.

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Based on experience gained during the course of the summer, I feel that the following generalizations are possible.*

Individual Generalizations

1. Beverage companies are especially interested in the Network's potential, not only present but future buying power.
2. Several agencies refuse to do business unless accurate poll figures are available. These figures were requested, and when old figures were used, agencies requested professional poll figures (pulse-rate, etc.).
3. One agency, who previously had an account with us, and who took their own poll at one of the schools, feels that our product is inferior. For this reason, they dropped old contract and they take a dim view of any future work.
4. One company asked student representatives to make report of radio vs. college newspaper. As a result, this company has limited its college advertising to printed matter.
5. Industries seem very interested in us. However, when they request success stories, I had to hedge since several past job-placement sponsors met with something less than success.
6. National Travel Agencies showed good amount of interest.
7. Airlines feel that our audience is worth reaching, but that restricted audience and high per capita cost would not pay for them.

General Generalizations

1. Our product is very nebulous and therefore, hard to sell.
2. Great weakness encountered in not having accurate polling figures.
3. Poor listening audience of station seems to be known to many agencies. This word is disastrous.
4. Initial uniqueness of college radio is wearing off, and agencies want results, not something new.
5. Many companies, however, are still very interested in us. These have expressed a desire to buy time on the Network in the future. These include: various industrial firms, beverage companies, and men's toilet articles. Also showing interest are various small gift-type sponsors as well as an automobile company.

* These are the opinions of the writer and in no way should be construed to mean the Network policy or over-all opinions.

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BILL BARSCHOW

Having spent the summer in Cleveland, and handicapped by a summer job, my sales activities were devoted to local firms operating on a national scale.

Firms not nearly so receptive to the institution-advertising approach as when first contacted last spring. But possibilities are strong for job placements, especially in banking, heavy defense industry, and electrical equipment.

The sales attack will be made early this winter, when we will require data on the individual universities: breakdown of student body by class and academic majors, list of companies who will visit your school, etc.